

# ENERGY STAR® FOR WINDOWS, DOORS AND SKYLIGHTS LABEL AND PROMOTIONAL MAP USE GUIDELINES

The ENERGY STAR  
Partnership Protects Our  
Environment Through Energy Efficiency



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#### **Note to Users**

These guidelines are intended as a supplement to the *ENERGY STAR Identity Guidelines*. In addition to complying with the usage directions of the *ENERGY STAR Identity Guidelines*, which describe how general ENERGY STAR marks, labels and other identity elements may be used, ENERGY STAR for Windows, Doors and Skylights Partners must also adhere to the requirements detailed in this document.

Both the *ENERGY STAR Identity Guidelines* and this document should be reviewed in detail before developing ENERGY STAR product qualification labels or promotional materials that reference the ENERGY STAR qualification system.

# LABELING PRODUCTS

## 1.0. Labeling Products

*All ENERGY STAR qualified windows, doors, and skylights and their packaging must display:*

1. The appropriate NFRC Temporary Certification Label **AND EITHER**
2. A version of the official ENERGY STAR Fenestration Product Qualification Label used as specified in Section I below **OR**
3. A customized ENERGY STAR qualification label designed in conformance with Section II below.

The two labels may be combined into a single label, in accordance with these guidelines and any NFRC labeling requirements.

DOE has created official ENERGY STAR Fenestration Product Qualification Labels to aid Partners in conforming to program labeling guidelines and to increase end users recognition and comprehension of the label. The official templates incorporate the ENERGY STAR certification mark, a US map illustrating climate zones for which the product qualifies, and a clear concise qualification statement.

Partners are encouraged to label qualified products with appropriate versions of the official ENERGY STAR Fenestration Product Qualification Label, but are permitted to label products using other layouts and supplementary language provided they include all required elements and conform to the guidelines detailed in this document.

All electronic files referred to in this document can be obtained:

1. By download from [www.energystar.gov](http://www.energystar.gov)
2. Via e-mail from DOE's designated representative, on request
3. By mail on CD-ROM or similar electronic medium from DOE's designated representative, on request

# LABELING PRODUCTS USING THE ENERGY STAR<sup>®</sup> FENESTRATION PRODUCT QUALIFICATION LABEL

## Section I. Using the ENERGY STAR Fenestration Product Qualification Label

### A. Source Files

1. Label must be produced from an electronic ENERGY STAR Fenestration Product Qualification Label template provided by DOE.
  - a. All label design elements embedded in this electronic template, **except size**, must be preserved and faithfully reproduced. Label must be sized in accordance with section B below.

### B. Size

1. Label width must be  $\geq 3$  inches
2. Label height must be  $\geq 2$  inches
3. The ratio of label width to height must be  $\geq 3/2$

### C. Color

1. Label may be produced in any of four design options Process Color, Two Color, Grayscale, or Pattern (for Dot Matrix printing).
2. Label must use following color/grayscale values:
  - a. Process color
    - i. Yellow = 10M 100Y
    - ii. Cyan = 100C
    - iii. Black = 100K
  - b. Two color
    - i. Black = 100K
    - ii. Cyan = 100C
  - c. Grayscale
    - i. Black = 100K
    - ii. Light/Medium Gray = 35K
  - d. Pattern

### D. Position

1. Label must be placed on product or packaging adjacent to NFRC label; separation between labels should be  $\leq 1$  inch.

# LABELING PRODUCTS

## CREATING CUSTOMIZED ENERGY STAR FENESTRATION PRODUCT QUALIFICATION LABELS

### Section II. Creating Customized ENERGY STAR Fenestration Product Qualification Labels

Partners who do not choose to use the official ENERGY STAR Fenestration Product Label templates may create customized labels, provided they adhere to the following guidelines:

#### A. Required elements, all products

1. Label must include:
  - a. The ENERGY STAR Certification Mark
  - b. The appropriate version of the ENERGY STAR climate map
  - c. A qualification statement

#### B. Required elements, doors

1. For door products the label must include:
  - a. A climate map legend
  - b. SHGC and U-factor performance requirements for each climate zone

#### C. Use of required elements, all products

1. ENERGY STAR Certification Mark
  - a. Use in compliance with the *ENERGY STAR Identity Guidelines*
2. ENERGY STAR climate map
  - a. Label must display a version of the ENERGY STAR climate map selected from the set of official templates (M4-M6 and LM1-LM24) depicting climate zones for which the product qualifies.
    - i. For windows and skylights use of Label-Map graphic templates (LM1-LM24) which highlight the entire qualified region in one color, shade or pattern, is recommended.
    - ii. Graphic templates that include the ENERGY STAR promotional mark (M1-M3) may not be used.
    - iii. Alaska and Hawaii must be included, but their positions relative to the contiguous 48 states may be reasonably adjusted, for example, Alaska may be moved to a position more adjacent to the Pacific Northwest.
3. Qualification statement
  - a. Windows and skylights
    - i. For products qualifying in 3 or fewer zones, “ENERGY STAR® Qualified in Highlighted Region” is **required**.
    - ii. For products qualifying in all zones “ENERGY STAR® Qualified in All 50 States” is recommended.

# LABELING PRODUCTS

## CREATING CUSTOMIZED ENERGY STAR FENESTRATION PRODUCT QUALIFICATION LABELS

### D. Use of required elements, Doors

1. ENERGY STAR climate map
  - a. Label must display a four-zone version of the ENERGY STAR climate map selected from the set of official templates (M4-M6)
  - b. Graphic templates that include the ENERGY STAR promotional mark (M1-M3) may not be used.
2. A climate map legend
  - a. The legend must include:
    - i. Color, grayscale or pattern swatches
    - ii. Descriptive text for each climate zone. The following or the equivalent is recommended:
      - a. “Northern (Mostly Heating)”
      - b. “North/Central (Cooling and Heating)”
      - c. “South/Central (Cooling and Heating)”
      - d. “Southern (Mostly Cooling)”
3. U-factor and SHGC performance requirements for each climate zone
  - a. The label must include the minimum U-factor and SHGC performance required to achieve ENERGY STAR qualification in each climate zone, i.e.

	<i>U-Factor</i>	<i>SHGC</i>
Northern Climate Zone	$\leq 0.35$	any
North/Central Climate Zone	$\leq 0.4$	$\leq 0.55$
South/Central Climate Zone	$\leq 0.4$	$\leq 0.4$
Southern Climate Zone	$\leq 0.65$	$\leq 0.4$

- b. U-factor and SHGC may be incorporated into the climate map, the climate map legend, or as a separate table.
4. Qualification statement
  - a. For qualified doors or other products for which the same NFRC Temporary Certification Label is used for both ENERGY STAR qualified products and unqualified products, “Some Models ENERGY STAR® Qualified. Check U-factor & SHGC to Confirm.” is recommended.

# LABELING PRODUCTS

## CREATING CUSTOMIZED ENERGY STAR FENESTRATION PRODUCT QUALIFICATION LABELS

### E. Format

1. Climate map
  - a. Source File
    - i. Map design elements embedded in the electronic template, **except size and position of Alaska and Hawaii**, must be preserved and faithfully reproduced. The map must be sized in accordance with section D.1.b. below.
  - b. Size (excluding legend, Alaska and Hawaii)
    - i. Climate map width must be  $\geq 1.625$  inches
    - ii. Climate map height must be  $\geq 1.031$  inches
    - iii. The ratio of map width to height must be  $= 52/33$
  - c. Color
    - i. The map may be produced in any of four design options: Process color, Two color, Grayscale, or Pattern (for Dot Matrix printing).
    - ii. Map must use following color/grayscale values:
      - a. Process color
        1. Red = 15C 100M 100Y
        2. Yellow = 10M 100Y
        3. Cyan = 100C
        4. Orange = 10C 40M 100Y
        5. Black = 100K
      - b. Two color
        1. Black = 100K
        2. Cyan = 100C
      - c. Grayscale
        1. Black = 100K
        2. Dark Gray = 80K
        3. Medium Gray = 50K
        4. Light Gray = 25K
      - d. Patterns
        1. Maps employing patterns must adhere to diagonal and dot patterns used in the ENERGY STAR map graphics templates (M6 and LM9-LM24).

# DESIGNING PROMOTIONAL MATERIALS

## **2.0. Designing Promotional Materials**

DOE has created official ENERGY STAR Promotional Climate Map templates to aid Partners in conforming to ENERGY STAR Identity and supplemental window, door and skylight guidelines on using the Four-Zone Climate Map and to encourage a consistent representation of the map and association with the ENERGY STAR program. The official templates incorporate the ENERGY STAR promotional mark, a copy of the map illustrating the location of the climate zones, and a legend giving the name and heating and cooling characteristics of each climate zone.

Partners are encouraged to use one of the official ENERGY STAR Promotional Climate Map templates when describing the ENERGY STAR climate zone system in promotional literature, but are permitted to use a customized graphic provided they include all required elements and conform to the guidelines detailed below.



# DESIGNING PROMOTIONAL MATERIALS

## USING THE ENERGY STAR PROMOTIONAL MAP TEMPLATE

### Section I. Using the ENERGY STAR Promotional Map Template

#### A. Source Files

1. Map must be produced from an electronic ENERGY STAR Promotional Map template provided by DOE.
  - a. All promotional map design elements embedded in this electronic template, **except size**, must be preserved and faithfully reproduced. The promotional map must be sized in accordance with section B. below.

#### B. Color

1. Process color
  - a. Red = 15C 100M 100Y
  - b. Yellow = 10M 100Y
  - c. Cyan = 100C
  - d. Orange = 10C 40M 100Y
  - e. Black = 100K
2. Grayscale
  - a. Black = 100K
  - b. Dark Gray = 80K
  - c. Medium Gray = 50K
  - d. Light Gray = 25K
3. Patterns
  - a. Promotional maps must adhere to diagonal and dot patterns used in the ENERGY STAR four-zone map template (M3)

#### C. Size

1. Promotional map template width must be  $\geq 3$  inches
2. Promotional map template height must be  $\geq 2$  inches
3. The ratio of promotional map width to height must be  $= 3/2$

# DESIGNING PROMOTIONAL MATERIALS

## CREATING CUSTOMIZED ENERGY STAR PROMOTIONAL MAPS

### Section II. Creating Customized ENERGY STAR Promotional Maps

Partners who do not choose to use the official ENERGY STAR Promotional map templates may create customized maps, provided they adhere to the following guidelines:

#### A. Required elements

1. Maps used in promotional materials to explain the ENERGY STAR climate zone qualification system must include:
  - a. The ENERGY STAR Promotional Mark
  - b. An official version of the ENERGY STAR Four-Zone Climate map
  - c. A legend giving the name of each climate zone

#### B. Use of required elements

1. ENERGY STAR Promotional Mark
  - a. Use in compliance with the *ENERGY STAR Identity Guidelines*
2. ENERGY STAR Four-Zone climate map
  - a. Label must display a version of the ENERGY STAR Four-Zone climate map selected from the set of official templates (M4-M6)
  - b. Size (excluding legend, Alaska and Hawaii)
    - i. Climate map width must be  $\geq 1.625$  inches
    - ii. Climate map height must be  $\geq 1.031$  inches
    - iii. The ratio of map width to height must be  $= 52/33$
  - c. Color
    - i. The map may be produced in any of three design options: Process color, Grayscale, or Pattern (for Dot Matrix printing).
    - ii. Map must use following color/grayscale values:
      - a. Process color
        1. Red = 15C 100M 100Y
        2. Yellow = 10M 100Y
        3. Cyan = 100C
        4. Orange = 10C 40M 100Y
        5. Black = 100K
      - b. Grayscale
        1. Black = 100K
        2. Dark Gray = 80K
        3. Medium Gray = 50K
        4. Light Gray = 25K

# DESIGNING PROMOTIONAL MATERIALS

## CREATING CUSTOMIZED ENERGY STAR PROMOTIONAL MAPS

### c. Patterns

1. Maps employing patterns must adhere to diagonal and dot patterns used in the ENERGY STAR map graphics template (M6).

### 3. Map legend

- a. Legend must give the official name of each climate zone and its corresponding color, gray scale, or pattern value on the map.

### **C. Optional elements**

1. U-factor and SHGC performance requirements in a table or in the legend
  - a. Electronic templates for window and door qualification criteria and skylight qualification criteria are available from ENERGY STAR.